CLAIM AMENDMENTS

Claim Amendment Summary

Claims pending

- Before this Amendment: Claims 1-24.

- After this Amendment: Claims 1-3, 5-8, and 10-24.

Non-Elected, Canceled, or Withdrawn claims: 4 and 9 (cancelled).

Amended claims: 1, 8, 16, and 21.

New claims: None.

Claims:

1.   **(Currently Amended)** For use with a viewer computing unit having a processor, a program enhancement listener implemented as computer-executable instructions stored on a computer-readable medium and executable on the processor to direct the viewer computing unit to:

receive supplemental data sent to a multicast address, wherein the received supplemental data relates to one or more key phrases of a closed captioning script; and

initiate an enhancement action based upon the supplemental data to enhance [[a]]the video program as the video program is being played, wherein the enhancement action is performed without user interaction.

2. **(Original)** A program enhancement listener as recited in claim 1, wherein the enhancement action comprises activation of a hyperlink.

3. **(Original)** A program enhancement listener as recited in claim 1, wherein the enhancement action comprises launching executable code.

4. **(Canceled)**

5. **(Original)** A program enhancement listener as recited in claim 1, further comprising computer-executable instructions to direct the viewer computing unit to display the supplemental data concurrently with the primary content.

6. **(Original)** A program enhancement listener as recited in claim 1, further comprising computer-executable instructions to direct the viewer computing unit to:

present the video program within a hypermedia document; and

controlling placement of the video program within the hypermedia document using the supplemental data.

7. **(Original)** For use with a viewer computing unit having a processor and a display, a hypermedia document stored on computer-readable medium and executable on the processor for graphical rendering on the display, the hypermedia document containing the program enhancement listener as recited in claim 1.

8. **(Currently Amended)** A method comprising:

associating supplemental data with at least one key phrase of a closed captioning script by parsing the closed captioning script and determining an insertion point for the supplemental content;

sending the supplemental data to a multicast address;

receiving the supplemental data sent to a multicast address; and

initiating, at the determined insertion point, an enhancement action based upon the received supplemental data to enhance a video program as the video program is being played, wherein the enhancement action is initiated without user interaction.

9. **(Canceled)**

10. **(Original)** A method as recited in claim 8, wherein the supplemental data comprises a hyperlink to a target resource, and the initiating comprises activating the hyperlink to the target resource.

11. **(Original)** A method as recited in claim 8, wherein the supplemental data comprises executable code, and the initiating comprises launching the executable code.

12. **(Original)** A method as recited in claim 8, further comprising displaying the supplemental data concurrently with the primary content.

13. **(Original)** A method as recited in claim 8, further comprising:

presenting the video program within a hypermedia document; and

controlling placement of the video program within the hypermedia document using the supplemental data.

14. **(Original)** A computer programmed to perform the method as recited in claim 8.

15. **(Original)** A computer-readable media having computer-executable instructions for performing the steps of the method as recited in claim 8.

16. **(Currently Amended)** A system comprising:

means for relating one or more key phrases of a closed captioning script to supplemental data;

means for listening to a multicast address for the supplemental data;

means for receiving the supplemental data;

means for inserting the supplemental data into the closed captioning script; and

means for initiating an enhancement action based upon the supplemental data to enhance a video program as the video program is being played.

17. **(Original)** A system comprising as recited in claim 16, wherein the supplemental data comprises a hyperlink to a target resource, and the initiating means activates the hyperlink to the target resource.

18. **(Original)** A system comprising as recited in claim 16, wherein the supplemental data comprises executable code, and the initiating means launches the executable code.

19. **(Original)** A system comprising as recited in claim 16, further comprising means for displaying the supplemental data concurrently with the primary content.

20. **(Original)** A system comprising as recited in claim 16, further comprising:

means for presenting the video program within a hypermedia document; and

means for controlling placement of the video program within the hypermedia document using the supplemental data.

21. **(Currently Amended)** A viewing unit comprising:

a key phrase module configured to:

identify one or more key phrases ~~from the~~ in a closed captioning script,

~~and to~~ associate supplemental data to the one or more key phrases identified from the closed captioning script[[;]], and

~~the key phrase module multicasting the~~ multicast an enhancement action to a multicast address; and

a program enhancement listener <u>configured</u> to listen to the multicast address for the enhancement action and [to]]initiate an enhancement action based upon the supplemental data to enhance a video program as the video program is being played<u>, wherein the initiating the enhancement action is performed without requiring user interaction</u>.

22. **(Original)** A viewer unit as recited in claim 21, wherein the program enhancement listener comprises a control embedded in a container.

23. **(Original)** A viewer unit as recited in claim 21, wherein the program enhancement listener comprises a control embedded in an HTML page.

24. **(Original)** A viewer unit as recited in claim 21, wherein the program enhancement listener comprises a control embedded in an application.